

From: LGREHER --VUS0212A
To: JFUNG --VUS0212A Jan Goodheart

Subject: "COME TO WHERE THE FLAVOR IS"

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Date and time
03/01/90 18:38:57

WE'VE BEEN USING THE "COME TO WHERE THE FLAVOR IS" COPY LINE IN MARLBORO ADS SINCE 1964. IT IS USED IN ALMOST ALL (IF NOT ALL) MARKETS WHERE WE ADVERTISE THE BRAND.

THE ORIGINAL COPY LINE FOR THE BRAND WHEN IT WAS REFORMULATED AND REPACKAGED IN THE FLIP-TOP BOX IN 1954 WAS "DELIVERS THE GOODS ON FLAVOR."

THE EMPHASIS ON FLAVOR DERIVED FROM THE FACT THAT THE MAJORITY OF THE MARKET WAS COMPRISED OF NON-FILTER CIGARETTES. CONSUMERS AT THAT TIME PERCEIVED FILTER CIGARETTES TO BE TASTELESS -- LIKE HOT AIR -- MUCH THE WAY CONSUMERS NOW PERCEIVE ULTRA LOW TAR BRANDS. WE WERE THEREFORE TRYING TO MAKE THE POINT THAT, ALTHOUGH MARLBORO WAS A FILTER CIGARETTE, IT DID DELIVER FLAVOR.

WHEN WE CREATED "MARLBORO COUNTRY," THE LINE WAS ALTERED TO THE MORE EUPHONIC "COME TO WHERE THE FLAVOR IS. COME TO MARLBORO COUNTRY." THIS COPY LINE IS NOT AN INVITATION FOR NON-SMOKERS TO SMOKE, NOR IS IT AN INVITATION FOR KOREANS (OR OTHERS) TO VISIT THE AMERICAN WEST. IT IS SIMPLY A WAY TO COMMUNICATE TO SMOKERS THAT MARLBORO CIGARETTES DELIVER GOOD TOBACCO TASTE.

RE "NUMBER ONE SELLING BRAND IN THE WORLD"

I KNOW WENDY HAS SUPPLIED SOME INFORMATION ALREADY.

WE USED TO BE IN THE GUINNESS BOOK OF WORLD RECORDS (I'M TOLD). I JUST BOUGHT THE 1989 EDITION AND THERE IS NO MENTION OF MARLBORO. THERE IS A MENTION OF BAT, THOUGH. I UNDERSTAND THAT THE 1990 EDITION SHOULD BE OUT SOMETIME IN MARCH. PM MAY BE LISTED AS THE NUMBER ONE TOBACCO COMPANY. IF SO, IT IS POSSIBLE THEY MAY MENTION MARLBORO. IF YOU SEE THE NEW EDITION, CHECK THIS OUT. WE'LL ALSO CHECK TO SEE WHEN IT BECOMES AVAILABLE HERE.

WE HAVE USED THE NUMBER ONE CLAIM IN OUR ADS IN THE MIDDLE EAST, IN AUSTRALIA, IN AIRLINE MAGAZINES AND IN DUTY FREE, AND I HAVE A PARTIAL LIST SO FAR FROM LATIN AMERICA -- ARGENTINA, GUATEMALA, PUERTO RICO, AND PARAGUAY. IN AUSTRALIA AND IN THOSE LATIN AMERICAN COUNTRIES, MARLBORO IS NOT THE NUMBER ONE BRAND ON THE LOCAL MARKET.

JOHN MAXWELL SENT US A LETTER CONFIRMING OUR CLAIMS BACK IN JANUARY WHEN THERE WAS A QUESTION BY THE H.K. TV AUTHORITIES. DAVID CHAN OR ANTHONY LAU MUST HAVE IT.

FOR THE RECORD, THERE IS NO COMPETITIVE TOBACCO COMPANY THAT WOULD DISPUTE THE FACT THAT MARLBORO IS THE LEADING BRAND IN THE WORLD.

I'LL LET YOU KNOW IF WE COME UP WITH ANYTHING ELSE.

BEST REGARDS,

LESLIE

cc: WBURRELL--VUS0212A Wendy Burrell
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